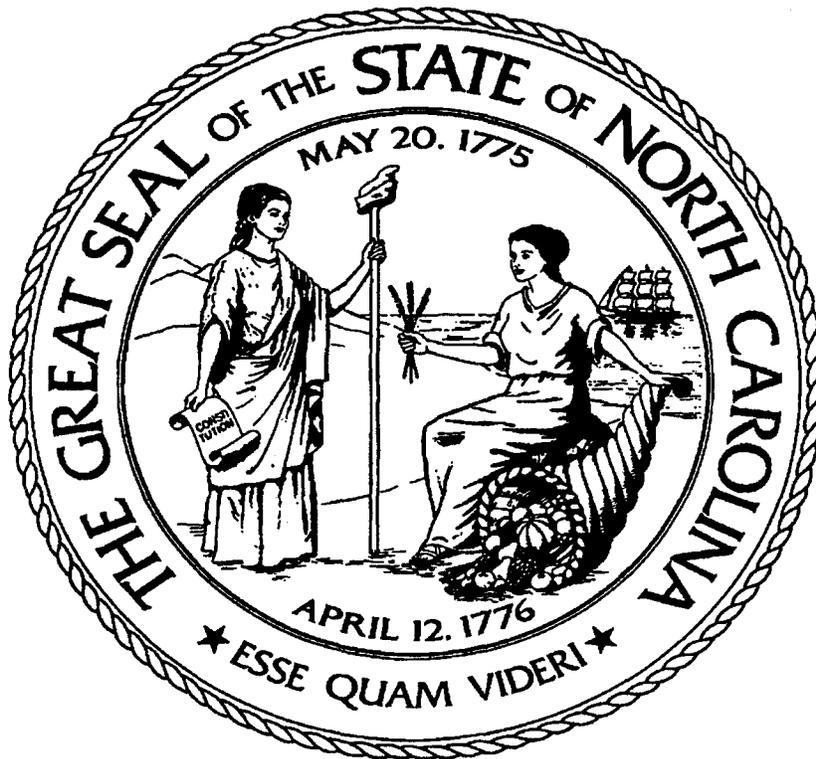


MAY 27 1996

S. Smith

**REPORT TO THE GENERAL ASSEMBLY
FROM THE
PIEDMONT SPORTS AND ENTERTAINMENT
FACILITIES
STUDY COMMISSION**



**REPORT TO THE
1995 GENERAL ASSEMBLY
OF NORTH CAROLINA
1996 REGULAR SESSION**

**REPORT TO THE GENERAL ASSEMBLY
FROM THE
PIEDMONT SPORTS AND ENTERTAINMENT FACILITIES
STUDY COMMISSION**

May 13, 1996

**To: The Honorable Marc Basnight, President Pro Tempore of the Senate
The Honorable Harold J. Brubaker, Speaker of the House of Representatives
Members of the 1996 General Assembly**

The Piedmont Sports and Entertainment Facilities Study Commission herewith submits to you for your consideration its findings and recommendations pursuant to the 1994 "short" session of the General Assembly Budget Modification Act, Sec. 28.21 and continuing with the 1995 Expansion and Capital Budget, Sec. 27.3.

Respectfully Submitted,



**Representative Joanne W. Bowie
Chair, Piedmont Sports and
Entertainment Facilities Study Com**



**Senator Betsy Cochrane
Vice-Chair, Piedmont Sports and
Entertainment Facilities Study Com**

REPORT TO THE GENERAL ASSEMBLY
from the
PIEDMONT SPORTS AND ENTERTAINMENT FACILITIES
STUDY COMMISSION

May 13, 1996

Composition and Purpose of Commission - The Piedmont Sports and Entertainment Facilities Study Commission (hereafter "Commission" or "Study Commission") was created by the 1994 "short" session of the General Assembly (Budget Modification Act, Sec. 28.21). In the intervening months the Commission was not convened, and in 1995 the General assembly continued the Commission (Expansion and Capital Budget, Sec. 27.3) with the stipulation that it report to the General Assembly on the first day of the 1996 session. Twenty-five thousand dollars was appropriated through the Department of Commerce for expenses of the Commission.

As called for in the 1995 continuation, Representative Joanne Bowie, Guilford, chair of the Piedmont Triad Legislative Caucus and Senator Betsy Cochrane, Davie, vice-chair of the Caucus became ex officio members of the Commission and served as chair and vice-chair, respectively.

The Commission consisted of 35 members -- 22 members appointed by boards of county commissioners in the 11 Piedmont Triad Legislative Caucus counties (Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry and Yadkin), and 11 at-large members appointed by the chair of the Commission. Representative Bowie appointed the 11 at-large members in January 1996 and convened the first meeting of the Commission in February 1996.

The purpose of the Commission was to "study the need for and feasibility of creating regional sports and entertainment facilities to serve the Piedmont area of the state and if the Commission determines the facilities are needed and their creation feasible, [to recommend] the best method to establish an authority to implement these facilities." (Sec. 28.21 Budget Modification Act of 1994.)

Background Leading to Creation of the Commission - The first meeting of the Study Commission was preceded by a variety of regional initiatives over a four year period. In 1992 the Piedmont Triad Chambers Group retained Carrow Sports & Marketing, Inc. to analyze sports and entertainment industry trends over next the 10 years and how the Triad might take advantage of growth trends in this sector. The feasibility study recommended a "university-quality sports and entertainment campus" (Sports, Health, Arts, Recreation and Entertainment Complex = SHARE), governed by a public authority and developed in phases with public-private financing. In 1994 and 1995 regional efforts secured the Tour DuPont bicycle race and the National BASS Masters Championship for the Triad. By 1996 the major league baseball initiative had gained momentum in the region. NC Baseball, an organization

to bring major league baseball to the state and Triad, was created. Private sector funds were raised throughout the region, and feasibility studies confirmed the Triad's potential for a major league baseball expansion team.

Study Commission Meetings - The Commission met four times.

February 27 - Organizational meeting. Members decided to examine a broad range of recreational opportunities and to determine the kind of organization needed to encourage sports and recreation in the 11 county region.

March 19 - Hill Carrow, Director Sara Lee Olympic Partnership and producer of the 1992 SHARE study

April 16 - Tim Newman, Wachovia Bank Vice President, member NC Baseball Committee; Walter Klein, CEO Walt Klein & Associates; Michael Solomon, Executive Director, NC Baseball

May 8 - final meeting; members agreed on recommendations

Recommendations - The following recommendations were unanimously adopted:

- That a Piedmont Triad Regional Sports and Entertainment Authority be created to promote development of sports, recreation and entertainment opportunities in the Piedmont Triad region.
- That legislation be introduced in the 1997 session to amend G.S. 160A, Article 20, Interlocal Cooperation, by adding a new Part 5, Sports and Entertainment Authority. This would enable local governments in the Piedmont Triad region to create a public authority to study, plan, finance and operate regional sports, recreational and entertainment facilities.
- That local elected officials in the region, through the Piedmont Triad Council of Governments and the Northwest Piedmont Council of Governments, be asked to adopt resolutions in support of creation of a regional sports and entertainment authority.

Study Commission members expressed the desire to continue an informal working relationship. The consensus was that much expertise and knowledge of the region's sports potential resides within the group. When and if a regional authority is created, members of this group hope to be involved and to provide information for a strong organization.

Respectfully submitted,

Joanne Bowie, Chair Piedmont Sports and Entertainment Facilities Study Commission
Betsy Cochrane Vice-chair, Piedmont Sports and Entertainment Facilities Study Commission

May 13, 1996

PIEDMONT SPORTS AND ENTERTAINMENT FACILITIES STUDY COMMISSION

Chair: The Honorable Joanne Bowie
Chair, Piedmont Triad Legislative Caucus
106 Nut Bush Drive, East
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Vice Chair: The Honorable Betsy Cochrane
Vice Chair Piedmont Triad Legislative Caucus
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Alamance County: The Honorable John K. Patterson
Alamance County Commissioner
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Mr. Dwight Chandler
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Mr. Jerry Swicegood
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Forsyth County: The Honorable David R. Plyler
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Guilford County Commissioner
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Mr. Randall Terry
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Rockingham County:	The Honorable Robert Hunt Rockingham County Commissioner Post Office Box 206 Wentworth, N.C. 27375	Mr. Robert Rogers 410 Cassandra Road Madison, NC 27025
Stokes County:	The Honorable Eugene Lyons Stokes County Commissioner Route 1, Box 445 Lawsonville, N.C. 27022	Ms. Bonnie Tuttle Route 1 Box 219A Walnut Cove, NC 27052
Surry County:	Mr. John Springthorpe, III Southdata 1401 Boggs Drive Mount Airy, NC 27030	Mr. Hank Spiers, President Cross Creek Apparel Post Office Box 1107 Mount Airy, NC 27030
Yadkin County:	The Honorable Roger L. Evans, Chm. Yadkin County Commissioners Route 4, Box 421 East Bend, NC 27018	Ms. Floy Nell Garrison Post Office Box 655 Yadkinville, NC 27055

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